Yukon

Government of Yukon

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Yukon Staging 8th Fulda Challenge

WHITEHORSE – The Fulda Challenge Extreme Arctic Winter Adventure begins Sun., Jan. 20 with this season's events featuring locations in the Kluane, Klondike and Whitehorse regions.

"The Fulda Challenge supports key tourism sectors and influences our tourism economy and investments, both locally and abroad," Tourism and Culture Minister Elaine Taylor said. "The Fulda Challenge helps showcase the territory's beautiful scenery and memorable attractions in key overseas target markets."

Each year, contestants contend for the opportunity to travel to Yukon to take part in this challenging Arctic decathlon. "Foreign media and competitors are attracted to this one-of-a-kind extreme winter competition," Taylor added.

The Yukon government's investment of $150,000 is used to partner with Fulda, a German tire manufacturer, to support broadcasts and print media participation. This coverage throughout Europe generates $3.25 million Euros in estimated media-equivalency exposure for Yukon.

The Fulda Challenge is valued by private sector businesses throughout the territory. The tire company estimates it will spend $1 million this year on equipment rentals, transportation, food and beverages,

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accommodation, staging of events and other services.

Fulda, Toyota and Condor Airlines continue to sponsor the Fulda Challenge Extreme Arctic Winter Adventure. This event physically challenges each team consisting of a male and female athlete, in a variety of tests of skill, strength and endurance as they compete for Yukon gold and cash prizes. Contest prizes are based on best performance of each man, woman and team.

"These events have helped to improve the general awareness of Yukon in Europe, at both the consumer and travel trade level. I am convinced that this success story will continue with this year's event," Managing Director of Fulda Michael Kuhn said.

This year the race starts and finishes in Whitehorse, with six participating teams including four from Germany, one German/Brazil team, and one from Canada. Teams are made up of one sport celebrity and one extreme athlete with the exception of the Canadian team. Teams will compete in a variety of events set in and around Dawson City, Carmacks, Haines Junction and Whitehorse.

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